00:20:00

## **WEWS**

## Flight Dates 09/18/12-09/24/12

Order Sep

Product Estimate # 1781

OFA Sked C Week 9.18-9.24.12 Alt Order # 311218 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 09/14/12 09/21/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Obama / Democrat / Preside

1010 Wisconsin Avenue - Suite #80 Billing Calendar BROADCAST

Washington, DC 20007 Demographic

A35+ Agency **GMMB Inc** 

**Rev Codes** POL POL CAND **Buying Contact** 

Sales Office EWSDC Product Codes PL Sales Region NAT Priority P-1

1010 Wisconsin Avenue - Suite #80 Advertiser Ref Agency Ref 2 Washington, DC 20007

Primary Account Executive

**Daniel Baylog** 

ON YOUR SIDE

Account Executive Order% Start Date **End Date** 

Daniel Baylog 100%

Order Share 100% Market Value 59100

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

**Order Totals Billing Plan** 

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots **Net Amount Gross Amount** September 2012 49 \$50,235.00 \$59,100.00  $0.00 \overline{08/27/12}$ 09/24/12 49 \$50,235.00 \$59,100.00 Totals 49 \$50,235.00 \$59,100.00 0.00

										Tota	ıls
Ln Ch S	Start End	d Inventory Cod	le Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WEWS 09	9/18/12 09/2	4/12 M-F GMC 5-6a M-F GMC 5-6a		5-6a	МГЖГБ	:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
Start D	Date End D	Date Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/	12 09/23	/12 - TWTF	1	\$350.00	0.00						
Week: 09/24/	12 09/30	/12	0	\$0.00	0.00						
N 2 WEWS 09	9/18/12 09/2	4/12 M-F GMC 6-7a	CM	6-7a	MTWTF	:30	2	\$450.00 P-2	0.00 NM	2	\$900.00
		M-F GMC 6-7a									





<u>Contract / Revision</u> 311218 <u>Flight Dates</u> 09/18/12-09/24/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 09/14/12/ 09/21/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Preside Product OFA Sked C Week 9.18-9.24 Estimate # 1781

			Б	0/⊏	F: 5			D ( D:	D: T	Tota	
Ln Ch Start N 2 WEWS 09/18/1	End 2 09/24/12	Inventory Code M-F GMC 6-7a	CM	6-7a	Time Days MTWTF-	Len Spo		Rate Pri \$450.00 P-2		Spots 2	\$900.00
14 2 442440 00/10/1	2 00/2-1/12	M-F GMC 6-7a	OW	0 Tu	11111111	.00	_	φ+00.001 Z	0.00 14101	_	ψοσσ.σσ
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	- TWTF	2	\$450.00 \$0.00	0.00 0.00						
N 3 WEWS 09/18/1			CM	7-9a	MTWTF	- :30	6	\$500.00 P-2	0 00 NM	6	\$3,000.00
11 0 112110 00/10/1	2 00/2 1/12	M-F GMA 7-9a	Oivi	, oa		.00	Ü	φοσσίσσι 2	0.00 14111		ψο,σσσ.σσ
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	- TWTF	6 0	\$500.00 \$0.00	0.00 0.00						
N 4 WEWS 09/18/1			CM	8-9a	S	- :30	1	\$500.00 P-2	0.00 NM	0	\$0.00
	_ 00/_ 1/ 1_	SA GMA 8-9a	<b></b>	0 00		.00	·	<b>4</b> 000.00	0.00		ψο.σσ
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12 Spot Ch Date Ra	09/23/12	escription	1 Start	\$500.00 End Time	0.00	Weekdays	Long	th Pata	Rtg Type		
Spot Ch Date Ra			8-9a			Sa-	<u>Leng</u> 3:	0 <del>(\$500.00)</del>			
See MG 6.6	,6.7,6.8							,			
[n/a]	00/00/40		0	<b>#</b> 0.00	0.00						
Week: 09/24/12 N 5 WEWS 09/18/1	09/30/12	M E 0 100	CM	\$0.00 9-10a	0.00 MTWTF	- :30	3	\$450.00 P-2	0 00 NM	3	\$1,350.00
N 3 WEWS 09/10/1	2 09/24/12	M-F 9-10a	Civi	9-10a	IVII VVIII	30	3	φ430.00 F-2	U.UU INIVI	3	φ1,330.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12	- TWГF	3	\$450.00	0.00						
Week: 09/24/12 N 6 WEWS 09/18/1	09/30/12	M F 10 110	CM	\$0.00 10-11a	0.00 MTWTF	- :30	5	\$150.00 P-3	0.00 NM	6	\$2,000.00
N 6 WEWS 09/16/1	2 09/24/12	M-F 10-11a	Civi	10-11a	IVII WIF-	30	5	φ130.00 F-3	U.UU INIVI	6	φ2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12	- TWTF		\$150.00	0.00	\\\- =   -   -		4h Da4a	Dta Tura		
<u>Spot</u> <u>Ch Date Ra</u> 1 VEWS 09/17/12		escription 1-F 10-11a	<u>Start</u> 10-1	/End Time 1a		Weekdays - TWThF	Leng	<u>n Kale</u> 80 <del>(\$150.00)</del>	Rtg Type		
See MG 6.6				-				(7:00:00)			
[na]				_			_				
3 VEWS 09/17/12		1-F 10-11a	10-1	1a		- TWThF	- :3	80 <del>(\$150.00)</del>	0.00 NM		
See MG 6.6 [na]	,0.7,0.0										
6 /EWS 09/20/12	2-09/21/12 N	I-F 10-11a	10-1	1a		ThF	- :3	0 \$450.00	0.00 NM		
MG for 4.1,6	6.3,6.1										
7 /EWS 09/20/12		I-F 10-11a	10-1	1a		ThF	- :3	0 \$450.00	0.00 NM		
⊕ MG for 4.1,6		A CMA 9 00	9.00			So	.2	0 \$650.00	0.00 NM		
8 /EWS 09/22/12 M MG for 4.1,6		A GIVIA 6-9a	8-9a			Sa	- :3	0 \$650.00	0.00 NM		
Week: 09/24/12	09/30/12		0	\$0.00	0.00						
N 7 WEWS 09/18/1	2 09/24/12	M-F 11-12p	CM	11a-12p	MTWTF-	- :30	3	\$800.00 P-2	0.00 NM	3	\$2,400.00
		M-F 11-12p		_							
Start Date Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> - TWTF	Spots/Week 3	Rate \$800.00	Rating 0.00						
Week: 09/17/12 Week: 09/24/12	09/23/12	- 1 W11'	0	\$0.00	0.00						
N 8 WEWS 09/18/1			News CM	12-1p	МГЖГБ-	- :30	3	\$700.00 P-2	0.00 NM	3	\$2,100.00
		12-1230p News			5.4						
Start Date Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> - TWTF	Spots/Week 3	Rate \$700.00	Rating 0.00						
Week: 09/24/12	09/23/12		0	\$0.00	0.00						





<u>Contract / Revision</u> 311218 <u>Flight Dates</u> 09/18/12-09/24/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 09/14/12/ 09/21/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Preside Product OFA Sked C Week 9.18-9.24 Estimate # 1781

										Tota	als_
Ln Ch Sta		Inventory Code		Start/End T		Len Spot		Rate Pri	Rtg Type	Spots	Amount
N 9 WEWS 09/18	3/12 09/24/12	M-F 1-2p M-F 1-2p	СМ	1-2p	MTWTF	:30	3	\$450.00 P-2	0.00 NM	3	\$1,350.00
Start Date Week: 09/17/12	End Date 09/23/12	Weekdays - TWTF	Spots/Week 3	Rate \$450.00	Rating 0.00						
Week: 09/24/12	09/30/12		0	\$0.00	0.00						
N10 WEWS 09/18	3/12 09/24/12	M-F 2-3p 2-3pm General H	CM lospital	2-3p	МГWГF	:30	3	\$600.00 P-2	0.00 NM	4	\$1,800.00
Start Date Week: 09/17/12	End Date 09/23/12	Weekdays - TWFF	Spots/Week 3	Rate \$600.00	Rating 0.00						
Spot Ch Date		Description	_	/End Time		Veekdays	Leng	th Rate	Rtg Type		
1 VEWS 09/17	7/12-09/23/12 N	Л-F 2-3p	2-3p		=	TWThF			0.00 <i>NM</i>		
See MG [per dan]	10.4,10.5										
4 /EWS 09/24 M MG for 10		/I-F 430-5am News	430-	5a	M	<b>[</b>	:3	\$200.00	0.00 NM		
5 /EWS 09/24		I-F GMC 5-6a	5-6a		N	1	:3	30 \$400.00	0.00 NM		
M MG for 10			0 04					ψ.σσ.σσ	0.00		
Week: 09/24/12	09/30/12		0	\$0.00	0.00						
N11 WEWS 09/18	3/12 09/24/12	M-F 3-4P Katie M-F 3-4p Katie	СМ	3-4p	МГЖГБ	:30	4	\$225.00 P-3	0.00 NM	4	\$900.00
Start Date	e End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12	- ТWГF	3	\$225.00	0.00						
Week: 09/24/12	09/30/12	М	1	\$225.00	0.00						
N12 WEWS 09/18	3/12 09/24/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	СМ	4-5p	МГWГF	:30	4	\$800.00 P-2	0.00 NM	4	\$3,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12	- TWTF	4	\$800.00	0.00						
Week: 09/24/12	09/30/12		0	\$0.00	0.00						
N13 WEWS 09/18	3/12 09/24/12	M-F 5-6p News M-F 5-6p News	СМ	5-6p	МГЖГБ	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12	- TWTF	1	\$850.00	0.00						
Week: 09/24/12	09/30/12	M 5 0 000 No.	0	\$0.00	0.00		4 04	1 400 00 D 0	0.00 NIM		<b>#4.400.00</b>
N14 WEWS 09/18	3/12 09/24/12	M-F 6-630p News M-F 6-630p News		6-630p	МГЖГБ	:30	1 \$1	1,100.00 P-2	0.00 NM	1	\$1,100.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12	- TWTF		\$1,100.00	0.00						
Week: 09/24/12	09/30/12		0	\$0.00	0.00	.00		Ф000 00 D 0	0.00.004	_	<b>#4 000 00</b>
N15 WEWS 09/18		7-730p The List	СМ	7-730p	МГЖГБ	:30	2	\$900.00 P-2	0.00 NM	2	\$1,800.00
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12	- TWTF	2	\$900.00	0.00						
Week: 09/24/12 N16 WEWS 09/18	09/30/12	M F 720 0D	OM	\$0.00 730-8p	0.00	:30	2	Ф000 00 D 2	0.00 NM	2	¢4 000 00
		730-8p Let's Ask		730-op	МГЖТБ	.30	2	\$900.00 P-2	U.UU INIVI	2	\$1,800.00
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12 Week: 09/24/12	09/23/12	- TWTF	2	\$900.00	0.00						
	09/30/12		OM	\$0.00	0.00	.20	4 04	2 000 00 D 1	0.00 NA4		<b>ተ</b> ድ
N17 WEWS 09/18		Friday Prime C	СМ	10-11p	F	:30	1 \$6	6,000.00 P-1	0.00 NM	1	\$6,000.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12	F	1	\$6,000.00	0.00					ı	



Contract / Revision 311218 Flight Dates 09/18/12-09/24/12 Hiatus Dates

<u>Original Date / Revision</u> 09/14/12/ 09/21/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked C Week 9.18-9.24 Estimate # 1781

				_					als
Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
N17 WEWS 09/18/12 09/24/12	Friday Prime C	CM	10-11p	F	:30	1 \$6,000.00 P-1	0.00 NM	1	\$6,000.00
	Friday Prime C								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12		0	\$0.00	0.00					
N18 WEWS 09/18/12 09/24/12	Monday DWS	СМ	8-10p	M	:30	1\$14,000.00 P-2	0.00 NM	1	\$14,000.00
	Monday DWS								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12		0	\$0.00	0.00					
Week: 09/24/12 09/30/12	M	19	\$14,000.00	0.00					
N19 WEWS 09/18/12 09/24/12	M-SU 11-1135P La	ate Ne  M	11-1135p	MTWTF-S	:30	1 \$2,200.00 P-2	0.00 NM	1	\$2,200.00
	M-SU 11-1135P La	ate Nev							
Start Date End Date	Weekdays S	Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12	- TWTF- S	1	\$2,200.00	0.00					
Week: 09/24/12 09/30/12		0	\$0.00	0.00					
N20 WEWS 09/18/12 09/24/12	Primetime Emmy A	\ward <b>€</b> M	8-11p	S	:30	1\$12,000.00 P-2	0.00 NM	1	\$12,000.00
	Primetime Emmy A	Awards							
Start Date End Date	Weekdays S	Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12	S	1 9	\$12,000.00	0.00					
Week: 09/24/12 09/30/12		0	\$0.00	0.00					

Totals 49 \$59,100.00